

21 November 1947

WEEKLY REPORT OF ACTIVITIES

No report was issued last week because I was on the West Coast.

New stations "on Trial" this week include Tufts College, Medford, Mass Valparaiso University, Valparaiso, Indiana, Wheaton College, Wheaton, Illinois, and South Dakota State College in Brookings. Two applications for full membership are being processed, from the University of South Carolina and Mohawk College. This brings the total number of stations connected with IBS to 90 -- it won't be long before we reach the 100 mark!

The regional meetings in Dallas and Stockton, California, were most successful and show promise of real development of IBS in the Southwest and Far West. The existing stations in these areas are in general well equipped and managed, and their staffs are experienced in standard radio. Each region has now established a regional newsletter on a weekly basis, and exchange of programs on tape recording and discs is being organized. Furthermore, stations now in operation in these areas are taking the initiative in getting more stations started in their areas. Harold Gage of Baylor University was elected Regional Representative from the Southwest, and the Representative from the West Coast will be chosen from the staff of Station KABC at College of the Pacific.

Interest in IBS is high in these areas, and with direct on-the-spot encouragement many new stations and networks should soon get under way. In the West Coast region, a list of all colleges having resident populations is being compiled and certain people from the staffs of the existing stations will contact them all.

Regional meetings are being held this weekend in Schenectady (for New York state, which was insufficiently represented at the Providence meeting) and December 6 and 7 in Washington D.C. for the Middle Atlantic and Southern regions.

The Boca Raton club, a Florida resort, has purchased a small series of spots on several stations in a pre-thanksgiving campaign to have students spend their vacations at the Club. We hear that a simultaneous campaign is being run in some college papers, but haven't seen any evidence yet.

We have been advised the J.B. Williams Co., for which we prepared a cost estimate on several network programs, has suddenly eliminated all radio from their advertising budget until Spring. We will know later what caused this decision, but it covers all radio - not just our facilities.

The agency for Phillip Morris has been working with us further, and there is now a probability that this account will test our service with a small campaign of six or seven stations before taking the entire \$30,000 package on which we originally estimated.

I had an opportunity while on the Coast and returning to talk with our sales representatives in the Offices of Avery-Knodel in Los Angeles, San Francisco, and Chicago. In all these areas, the potential of regional business was evident, and an entire new field can be opened up when we have more stations in these areas.

Best regards,

Dane

